

**City of Columbia / Boone County / Columbia Public Schools /
Columbia Chamber of Commerce / University of Missouri Joint Meeting Minutes**

Friday, April 29, 2016 8:00 AM

Conference Room 1A/1B

City Hall – 701 E. Broadway

Attendees:

City of Columbia: Mayor Brian Treece, Clyde Ruffin, Mike Trapp, Karl Skala, Laura Nauser, Betsy Peters, Mike Matthes, Heather Cole, Tony St. Romaine, John Glascock, Toni Messina, Stacey Button. **Boone County:** Dan Atwill, Karen Miller, Janet Thompson. **Columbia Public Schools:** Peter Stiepleman, Linda Quinley, Jim Witt, Jonathan Sessions, Tracey Davenport, Paul Cushing, Christine King, Jan Mees, Darin Preis. **Chamber of Commerce:** Matt McCormick, Jolyn Sattizahn, Kit Stolen, Rusty Strodtman, Heather Hargrove, Judy Starr, Matt Williams, Jerry Dowell. **University of Missouri:** Gary Ward

The meeting was called to order at approximately 8:04 am.

Proposed Reorganization of Airport/Lodging Tax:

Mr. Matthes noted that this is the year of the airport. It almost shut it down in 2008 as it had no flights for two months. Community and business support has grown since then and this year will be the best number of enplanements in COU airport history. The building is outdated and not ADA compliant. Now that air service is there, it is time to grow the terminal. We are focused on preparing a finance deal that will allow for a new terminal. The revenue guarantee with American Airlines worked out well thanks to the partners in the room who provided financial support for the airport revenue guarantee. Mr. Matthes explained that there are 9 commercial airports in Missouri, two of the large ones being in Kansas City and St. Louis. The City of Columbia is looking for \$20M from the Federal Government and a \$20M local match. He explained that we have talked for 5 years about a lodging tax. Three years ago, we discussed a 3% increase, but there was opposition. We have compromised for a temporary 1% lodging tax. He noted that 67% of survey respondents showed they would support a 1% increase for a new terminal, 9% were unsure. We have looked into a table/restaurant tax but we cannot legally do that. He added that we can also charge for parking at the airport. A \$2 per day rate could fund \$1M over the 23 year span. Public Works has done a great job on customer service and airport maintenance at COU which has helped grow its success. He explained that as part of the FY2017 City Budget, he plans to propose to move that division from Public Works to Economic Development. Stacey Button is the Director of Economic Development and has operated the Flagstaff airport in her previous role. She understands federal processes and operations and will do great with her experience to continue to grow the COU airport. He added that there will be an item on the May 2nd City Council agenda to introduce this language, with the intent to pass the ballot language on May 16th, for an August 2016 ballot.

Sales Tax:

Mr. Matthes stated that we talked about a sales tax at our previous joint meeting. The group agreed to wait on a sales tax ballot so as not to conflict with other ballot initiatives in the community. The State of Missouri estimates that we are missing out on about a \$500,000 in revenue each year. There

will be proposed ballot language for Council approval on the May 2nd City Council meeting, with the intent to vote on May 16th for an August ballot. He added that the Governor hasn't signed the bill yet. Sales tax is only on five pieces of equipment. (Boats, vehicles, etc.) Ms. Peters asked if the sales tax has a time frame. Mr. Matthes was not sure, but it applies to recent purchases, though he is unsure of the definition of "recent" in this case.

Proposition F: Sales Tax Automobile Fix:

Ms. Miller stated that they were going to put this on the April ballot, but at the request of Columbia Public Schools, they have held this for another election. Some surrounding cities have passed this, while others opted to wait to pass this with Boone County so that it is easier to market and understand. They have set this for an August ballot and will be Proposition F. She felt that it will be easier if we all market the same message. She encouraged the City to pass the ordinance on May 16th to have an August ballot. Mayor Treece asked if voters will get both a City and County question on the August ballot. Ms. Miller said yes. Mr. Matthes added that the wording would be nearly identical, just the County/City difference. Ms. Miller stated that this is something that has always been neglected, so this is a fix to the system to make marketplace fairness. Mr. Trapp stated that he is supportive to move forward in August and agreed that a shared campaign would be beneficial.

Reflection on March 30th Legislative Visit and Columbia Partnership Day at Capital:

Mr. Atwill explained that the trip to Jefferson City was a milestone as this has not been done by the County or City in the past. He gave accolades to the Chamber of Commerce who encouraged this and made it happen. The legislature has backed off cuts to the University to a great extent, which was at least in part, due to this visit. He feels this should be a regular event. He would also like to bring new legislators to the City and County to explain the significance of the things we have in our area. This could be of value in coming legislative sessions. Mr. Stiepleman added that CPS has a unified message of "we are one". He thanked the County and City for holding off on their ballot initiative. CPS was successful on their ballot and that's because they were not competing. The next CCCC Joint meeting is July 15th and they will work to align practices with the City Strategic Plan. The "we are one" theme resonates that we are really doing this together. With Mr. Dowell and Mr. McCormick's leadership, we are going forward. Mr. McCormick noted that they went through a strategic reassignment, and added a full-time Government Affairs Director. The Board felt this role was very important. Mr. Dowell has been here for 6 months and a lot has come out of his department. He has brought forth ideas to pick 3-4 top issues that this collaborative group can work on together: transportation, reactor, etc. Mr. Stiepleman added that there is a state requirement that students ride school busses, they discussed a potential change to allow Columbia students to work with the City to allow students to use City busses. Mr. McCormick added that they had several meetings with legislators that were all successful. Having this group go down with one unified voice was very impactful and has not happened before. Mr. Dowell explained that the partnership day was a success. Ms. Button attended to talk about the terminal project and to visit with State Legislators. Getting them apprised of airport issues and goals was helpful. The research reactor expansion will need the airport to ship products out if the expansion is done. University funding is important to the community, job-wise, among other economic impacts. The State House side is looking to cut money, the Senate side is looking to put money back in with no increase on House side; but an increase on Senate side. A transportation topic was added at the end,

which was included in several bills. He felt it was very important for them to hear from the community in a joint effort.

Reports on Governor's Debate Series:

Mr. Dowell stated that we partnered with the University on this and that it was broadcast live. Viewership numbers were great with this covered on 90 media outlets; some coverage nationally. The event came in just under American Idol for viewership in Columbia. On web sites where clips and debate were posted; the average viewership was 12 minutes; compared to the usual average view of 30 seconds. This shows people were watching for content. They are looking to do a fall debate but are still looking at dates. Mr. McCormick added that part of the goal for the event was to educate viewers.

Charter Document Review and Approval:

Mr. Stolen felt the need for this guiding document as this group has grown, to establish a governing charter document. With collaboration from each of the represented parties, there is a draft charter document. It establishes that the group has no decision making or authoritative power, but is great for collaborating for the benefit of the community. Mr. Matthes felt that the document was well formed. The group agreed. *Ms. Miller made a motion to accept the Charter document as presented. Mr. Trapp seconded. All were in favor. The motion was approved.*

Other Business:

Ms. Miller wanted to discuss the next steps of a Columbia partnership. She noted that we missed the boat on having the MSHSAA event here and Springfield got it instead. She was not sure what was missed here. She felt that the group should look into ways to support the CVB when these kinds of opportunities arise that impact the community greatly. The community partnership in Springfield is what sold them on getting that event. Mr. Matthes added that the CVB is writing a piece for the newspaper on this, as there is speculation on why that happened. He added that the CVB did ask for partners, but no one came to the table. Springfield gave MSHSAA \$80,000 in cash to go there. It's traditional in the convention arena, to contribute funds toward the event to reduce the cost to hold the event. Ms. Miller asked if the CVB works with restaurant associations. Mr. Matthes replied that communication did happen, but letters came back with no support. Ms. Miller explained that MSHSAA is headquartered here, we could have offered in-kind donations. Mr. McCormick added that there were a lot of in-kind donations; the miss was on the cash support, which Springfield had. Mr. Matthes stated that there is a network of support that gets contacted for support. Ms. Miller did not receive anything on this and suggested we look to expand that network and work together to do so. Mr. Matthes stated that the same thing happened a few years ago with the Special Olympics. Ms. Thompson added that now that there is a Charter for this group, and we saw impact in the Legislative trip, we can make things happen. Ms. Hargrove stated that the next event is in February with State Wrestling. Ms. Mees suggested we invite the CVB to another meeting to discuss these events and ways this group can help. The group would like to review the "network" list and a list of events. Ms. Hargrove stated that the CVB website does have a master calendar of events. Mr. Matthes added that we previously explored a Sports Bureau arm of the CVB and suggested that this group might want to look at that report.

Mr. Ward suggested that a calendar be brought forth yearly so we can formulate a strategy. Mr. McCormick added that we are having a football event here as a one year contract and basketball as a 5 year contract. Mayor Treece inquired how MSHSAAA works. Mr. Stiepleman explained that they have great influence over CPS, though he is not sure exactly how they work, but they do have state guidelines to follow and they do not get state funding. Members are public and private school entities. Mr. McCormick added that Springfield University has a \$2 surcharge per ticket for facilities; that fee may have been waived. Ms. Mees felt that there is potential for the fairgrounds to be an economic driver for sports. Mr. Matthes added that is part of the Sports Bureau recommendation. Mr. McCormick was involved on that report but there seemed no real support or excitement to do anything with it. Mr. Whitt felt that we need to help the community understand the economic impact. Ms. Hargrove added that in addition to getting MSHSAA back, the Show-Me State Games have no real drive to stay here and they bring in 26,000 visitors over three weekends. This topic will be added to the next agenda and Amy Schneider will attend to present. Mr. Ward suggested someone from the Show-Me State Games and MSHSAA attend as well.

Ms. Miller announced that the County is hosting a County Government 101 session tomorrow, for all County Commissioner candidates to attend and learn more about operations. This is a great learning opportunity and each candidate will get a manual with reports on what is going on Countywide. She welcomed anyone to attend.

Cindy Hall with Senator McCaskill's office explained that they are excited about the airport. Her office is interested in what's going on in Columbia and the surrounding areas. She added that on June 1st, they will be hosting a grant training workshop for entities that request state funding. This will be held at Battle High School and will be a statewide symposium. Registration is required and will open online early next week. Heather Cole with the City of Columbia will send further information and the registration link to the group. The group agreed to have Ms. Hall attend all future meetings. Heather Cole will add her contact information to the invite list for all hosting entities.

Mr. Preis explained that many of the group's organizations have representatives at the Cradle to Career Alliance. He explained that they have approved key indicators. They will have a report this summer on what the indicators say and will serve as a baseline on how we are progressing. He visited with the City Manager in Springfield, and may be good to share the indicators so we can compare across communities.

Ms. Miller announced that there were no kids at that the Juvenile Alternative Detention Center. She explained that they are partnering with CPS on a pilot for a day center. Instead of having 40 kids locked up, we have found ways to keep them in their homes doing other things. She suggested adding Kelly Wallace to the agenda for the next meeting. Mr. Stiepleman added that we have six students that would have been home bound, but this partnership has kids that can't be at school; but are now doing day treatment and getting school credit there. Ms. Miller added that there are many programs that have been put in place over the year that have made this change. The kids are still under supervision, but they are not violent kids.

Mr. Matthes announced that several groups are co-hosting a Race and Equity Forum at Hickman High School on May 3rd and 5:30 pm at the Hickman gym.

Mr. Matthes noted that there are five priorities in the new Strategic Plan; social equity being one of them. He distributed maps of each of the three Strategic Plan neighborhood investment areas and added that he has already heard great stories of impact in these areas. He has hired consultants to help with this including Glenn Cobbins, who has made bad decisions in his past, but has his full heart into the strategic plan and making changes in these areas. Judy Hubbard is his partner, and this team can reach people in these areas that we cannot. Community Outreach Officers are making impacts and reaching out to these areas as well. Derby Ridge just had a Dragon Dash event, where city staff attended and got to connect with the kids and parents in this area. This is reconnecting us to the community; and will have a great impact through partnerships.

Mr. McCormick announced that they have done two Leadership visits to other communities and this year they plan to visit Ft. Collins, Colorado October 4th through 6th. Registration opens today and attendees will likely be capped at about 70.

Ms. Mees thanked the group for the tax and levy support for the school district.

Mr. Matthes introduced the new Mayor Brian Treece. Mayor Treece stated that he looks forward to the spirit of cooperation in this group.

The meeting adjourned at approximately 9:40 a.m.